

Docket No.AUS9-2000-0590-US1

**ABSTRACT OF THE DISCLOSURE**

**COUPON DELIVERY VIA MOBILE PHONE BASED ON LOCATION**

- 5           A method for delivering coupons to consumers via  
mobile communication devices, based on location. The  
present invention includes an electronic database of  
merchant coupons. Users can then access the database by  
means of mobile phone, laptop computer, personal digital  
10   manager (PDA) or other mobile device. The user receives  
a menu of service preferences such as retail, dining,  
automobile service, lodging and entertainment and selects  
the desired services. Discount coupons for merchants in  
the user's vicinity are then sent to the user. The  
15   coupons are chosen based on the selected preferences and  
the user's location, which is determined according to the  
remote transmitting tower through which the user's signal  
is being sent.

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